

Attachment D - Community Engagement Planning for Phase 3



August – November

Building on the goals and framework outlined in the [BVCP Engagement Plan](#), **guidance** specific to Phases 3 and 4 includes:

- Early Input Reflected in Options
- Understanding of Analysis and Trade-offs
- Common Ground Solutions
- Citywide and Local Scale
- In-Person & Online Engagement Venues
- Input from Targeted Groups
- Ample Time for Review and Feedback
- Easy to Find, Relevant Information
- Fun Factor

The purposes of Phase 3 include building on what was heard in earlier phases of the update, and sharing options, analysis and recommendations. This work will inform final changes to the plan and adoption in Phase 4.

I. BVCP Scenarios, Trade-Offs and Built Environment Questions

The areas of focus related to design, housing and jobs and housing balance may lead to land use or policy changes in the plan. Scenarios with analysis of outcomes and trade-offs will be ready to share with the community in August. It is anticipated that all of the following engagement approaches and events would provide opportunities for community members to provide feedback on their preferences based on scenarios and analysis.

A. Pop-ups - August-September

Purpose: gather feedback from people not typically involved in planning processes about specific land use changes in places near the opportunity areas. Staff members will host times at coffee shops, parks (using Neighborhood Block Party Trailer), ice cream stores, and other gathering places to ask people questions about their preferences for land use changes in that area. These preferences will be recorded on paper or in online questionnaires and compiled with other feedback for decision-makers. Locations might include: 55th and Arapahoe, Diagonal Plaza or other areas with proposed changes. Two to three pop-ups per area are anticipated, and people who live in the area would be alerted to these opportunities through the project website, the weekly planning e-mail and Next Door.

B. Update Advisory Boards at a Proposed Joint Meeting – August 29, 6:30-8:30

Purpose: invite members from most city advisory boards and commissions to get an update about the status of the BVCP update, present information about the land use scenarios and analysis and gather feedback. At least half of the meeting would be designed to facilitate small group discussions of mixed board members to garner feedback on key questions. Feedback will inform scenario and policy analysis as well as decision-makers.

C. Statistically-Valid Survey – September

Purpose: gauge community preferences for specific changes to the comprehensive plan. Topics for the survey questions may include but are not limited to: preferences around type and location for potential land use changes as identified through land use scenarios, growth management, and policies regarding community benefits, urban design quality, and housing and neighborhood character. Questions would be limited and focused on pivotal topics and choices for changes.

D. Local Area Meetings – September and October

Purpose: examine scenarios, analysis and trade-offs in depth and identify common ground on proposed changes to the plan among community members with a variety of interests. Each meeting would have area-specific materials as well as citywide information. Similar to the early local listening sessions, the primary focus will be on the comp plan with opportunities for facilitated small group discussions around proposed changes and scenarios. The discussions would be designed to help people identify areas where they agree and where there are areas of disagreement and potentially the need for more options or additional analysis. Meetings would also provide opportunities to share information about other city projects in an open house. Venues would need to be capable of comfortably hosting a significant number of people and staff or outside facilitators will be employed to assist in the small group discussions.

1. Central / Crossroads
2. South / SouthEast / East
3. North / Palo
4. Gunbarrel

E. Community Event – Late October

Purpose: summarize and share the results of the survey and other feedback about the land use scenarios in an open house format. The event would serve as the culmination of community feedback on the scenarios, trade-offs and built environment issues before meeting with the decision-making bodies for direction on these choices.

F. Meetings with community organizations – July – October

Purpose: seek feedback from groups of community stakeholders at their regular meetings (e.g. Boulder Chamber, Future-oriented Community Organizations).

G. Culturally-Sensitive Outreach – August – September

Purpose: gather feedback from immigrants. Staff will work with community partners to organize and host at least three focus groups in partnership with immigrant-serving organizations (Immigrant Advisory Committee, Family Resource Center, Latino Task Force) to ask questions about preferences around the scenarios.

II. Land Use Public Requests & CU South – August & September

A. Area-Specific Open Houses – Staff will hold open houses for people to provide feedback on land use change requests.

- August 8 – focusing on Area II properties: 3261 3rd Street; 2801 Jay Road and 6500 and 6655 Twin Lakes
Preliminary recommendations will be available on the project website prior to the meetings. Feedback may shape the final recommendations and will be provided to decision-makers.
- September (TBD) – focusing on Area I properties
- Late August / Early September (TBD) - CU South

B. Public Hearings – both the county and city will hold joint public hearings on these public request land use changes

- a. August 30 – Boulder County Planning Commission and Board of County Commissioners
- b. October 13 – City Planning Board and City Council